

III. NEW GENERAL PLAN POLICIES AND IMPLEMENTATION

A. DOWNTOWN MIXED-USE AREA POLICIES

1. Provide zoning incentives within the City's downtown areas that encourages a cohesive mix of commercial and residential uses;
2. Residents and visitors need to have safe and convenient access to a shopping center. The pedestrian experience should therefore be incorporated in all public and private Downtown improvement projects;
3. All projects should be designed and constructed with sufficient off-street parking and loading facilities that include adequate landscaping and buffering;
4. Provision of a downtown public parking structure should be a City priority;
5. Commercial activities should supply the City with a broad economic base.

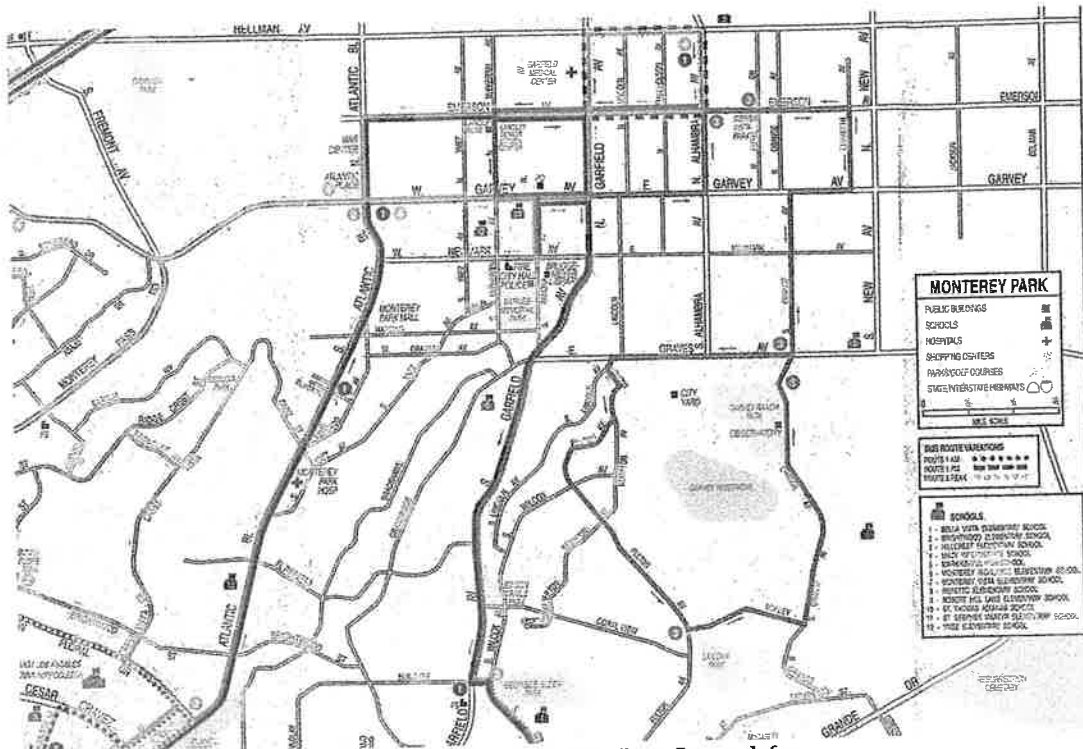
B. DOWNTOWN MIXED-USE AREA IMPLEMENTATION

In order to accommodate and encourage the development of mixed-use in the Downtown area, The Community Development Department shall work with the property owner and architect at all stages of the development process to introduce concepts such as pedestrian amenities, recreational areas, and innovative design.

The City shall enforce all architectural review standards to maintain aesthetically pleasing Downtown areas that address the following issues:

1. Creating a pedestrian friendly environment with wider sidewalks, enhanced crosswalks, parking lot linkages, pedestrian-actuated signals, and other improvements;
2. Maintaining Garvey Avenue as a functional minor arterial during peak weekday travel and as a one lane in each direction with parallel parking during non-peak times;
3. Managing parking and parking systems Downtown;
4. Creating a Spirit Bus Downtown loop route;
5. Developing review standards that include consideration of how new development (public and private) accommodates pedestrians;
6. Attracting new development such as a locally-serving, mixed-use, high density residential projects;
7. Attracting additional specialty retail and restaurant businesses that will compliment existing medical offices and future uses;

8. Strategically marketing downtown given its new mixed-use environment;
9. Creating a promotional campaign to publicize Downtown as a distinct district.



Map III-1: Downtown Monterey Park Spirit Bus Loop Map

C. CIRCULATION POLICY

1. Provide wider sidewalks, enhanced crosswalks, parking lot linkages, pedestrian-actuated signals and other improvements that enhance pedestrian circulation, with sufficient and safe access to transportation facilities in the Downtown area.
2. Provide a system of sidewalks in all areas of the city;
3. Encourage residents to walk instead of drive whenever possible to conserve the natural energy supply and air quality;
4. Coordinate modes of transportation that are accessible to pedestrians, thus limiting the need for the intermediate use of vehicles.

D. CIRCULATION IMPLEMENTATION

1. The Community Development Department shall enforce design standards which allow for safe and efficient transport, delivery, loading and unloading of goods from service vehicles within commercial and industrial areas;
2. The City shall promote the development of unified streetscapes through design features such as landscaped medians, coordinating street signage, street furniture, and lighting;
3. The Community Development Department shall maintain adequate parking requirements for all developments within the city;
4. The City shall assist developers to incorporate attractive pedestrian walkways and plaza-type spaces into developments to shorten distances between parking areas and ultimate destinations of commercial units;
5. The City shall encourage the private sector to increase pedestrian amenities in setback policies;
6. The Community Development Department shall continue to require bicycle racks at games areas, family recreation centers, shopping malls and other uses to provide a convenience and encourage energy-efficient transportation;
7. The Community Development Department shall study further the placement of bus stop locations, benches, shelters, and park-and-ride lots to better serve the public transit needs of the community.

E. COMMUNITY DESIGN POLICY

1. Create "people friendly" commercial districts with amenities to create lively and appealing gathering places for residents or visitors;
2. Create new opportunities for commercial development which will meet the needs of city residents;
3. Establish policies and promote design improvements that will encourage more pedestrian-oriented comparison shopping;
4. Encourage varieties of day and night activities in commercial centers;
5. Enhance the concept of a pedestrian-friendly Downtown.

F. COMMUNITY DESIGN IMPLEMENTATION

1. Amending the Zone Ordinance to allow for development which is economically feasible;
2. Encouraging developers to include open space, water features and other pedestrian amenities;
3. Increasing landscaping requirements for parking lots in commercial zones;

4. Preparing design guidelines for all commercial development
5. Increase the parking requirements, but allow a reduction in parking standards where spaces can be shared among adjacent uses that vary throughout the day;
6. Implementing a Downtown Mixed-use Area Improvement Plan. The pedestrian improvements include the following:
 - a. Widened and improved sidewalks
 - b. Downtown entry markers
 - c. Crosswalk paving enhancement
 - d. Linkages
 - e. Street trees
 - f. Street furniture
 - g. Distinctive lighting